

ter, based on a thorough study of the feasibility of using this or that type of 3D content, taking into account the specifics of the enterprise's field of activity, and, of course, it should work only with trusted firms.

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DIGITAL MARKETING: CONCEPT, GOALS AND OBJECTIVES, ADVANTAGES

*Э. Нестеренко, студент группы 10508121 ФММП БНТУ,
научный руководитель – канд. пед. наук А. И. Сорокина*

Резюме – в данной статье рассматривается понятие цифрового маркетинга, его цели и задачи. Он помогает продвинуть ваше предложение во всех цифровых каналах. Развитие информационного общества требует от человека формирование устойчивой системы знаний и компетенций об инструментах применения современных информационных технологий как в повседневной жизни, так и в профессиональной деятельности, в том числе и в сфере Digital-маркетинга.

Resume – this article discusses the concept of digital branding, its goals and objectives, advantages. It helps you to promote an offer in all digital channels. The development of the information society requires a person with a stable system of knowledge and competencies about the tools and methods of applying modern information technologies and systems both in everyday life and in professional activities, including in the field of Digital marketing.

Introduction. The digital era has not only made it easier for us to communicate, work, and search for information, but also provided new opportunities for business promotion. Due to the convenience, speed and popularity of digital channels, their use in business for communication with the target audience has grown into digital marketing.

Main part. Today, digital marketing collects vital information for business about target audience, and tracks the results of brand or product promotion. Dig-

ital marketing is a comprehensive promotion of goods and services using digital technologies, which covers online and offline audiences. It helps to promote your offer in all digital channels: the Internet, television, radio, gadgets and applications, SMS newsletters. A commercial in a mobile application, a blogger's post with advertising, push notification, an advertisement on the radio or on TV are examples of the use of digital marketing [2].

We can safely say that digital marketing is not only a designation of a promotion strategy using digital devices, but also synonymous with modern marketing tools. It's not just that consumers today spend a lot of time on the Internet and use their mobile devices to access the network.

In an overloaded information space, it is very difficult to get the attention. This leads to the fact that people are ready to accept companies only if they correspond to interests and requests. Today, advertising communication should be in front of the client's eyes at the right time and in the right way, in this case, the company has a chance to get the desired reaction in response.

To implement an advertising campaign in this way, a business needs a deep understanding of the needs of the target audience, the specifics of its choice, as well as the creation of personalized messages. There exists a serious technological challenge for many companies. Gadgets not only serve as a device that is used to log into the network. They are constantly with a consumer. This opens up opportunities for his identification not only in space, but also for comparing his online profile in offline reality. Thus, the main principle of digital marketing is not so much connected with the use of online communications to contact a client, as with the method of weaving the context of human behavior into individual interaction with him. The data obtained by the company and the choice of a favorable time for interaction with a consumer increases the probability of the desired response and, accordingly, the purchase made by him in the final result [1]. The emergence and development of digital marketing is closely directed to the desire of a business to catch its target audience. And not just to make contact, but to make it effective. In this sense, the digital type of promotion is no different from the approach of traditional marketing. It's just that the new technology of interaction with consumers replaces the outdated one, which is no longer able to give the business the expected result. The goal of digital marketing is to increase sales. It helps to bring the user to the target action – to make a purchase, order a service, read an article in a blog, to keep him, encourage him to make repeated purchases, etc. Digital marketing helps companies to solve the following tasks in order to bring the user to the target action: increase brand awareness; attract traffic; generate leads (Leads are people who have shown interest in your service or product); qualify leads [3]. Digital marketing has the following advantage: global reach, low cost, traceable, measurable results, personalization, openness, long-term impact, improved conversion rates.

Conclusion. Digital promotion has definitely become a new evolutionary stage. Decisions based on assumptions and intuition that took place earlier in

marketing have replaced actions supported by data. This requires new competencies and skills from specialists engaged in this field.

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A TYPICAL BUSINESS SOLUTIONS

*Л. С. Петрович, студент группы 10507218 ФММП БНТУ,
научный руководитель – преподаватель Е. Н. Лазарева*

Резюме —одна из самых основных бизнес-целей – это возможность быть впереди своих конкурентов хотя бы на один шаг. Это преимущество сможет обеспечить появление новых клиентов, высокие продажи и всемирную известность. В наше время тривиальные решения в управлении своим бизнесом мало чего могут добиться. Чтобы быть на высоте, нужно придумать что-то нестандартное и оригинальное. Поэтому вопрос, что делать, когда вы зашли в тупик в делах, будет актуален всегда. Я хотела бы рассказать вам о компаниях, которые смогли стать лучше своих конкурентов благодаря креативным идеям и решениям.

Resume –one of the most basic business goals is the ability to be ahead of your competitors at least one step. This advantage will be able to ensure the emergence of new customers, high sales and worldwide fame. Nowadays, trivial decisions in the management of your business can achieve little. To be on top, you need to come up with something non-standard and original. Therefore, the question of what to do when you come to a dead end in business will always be relevant. I would like to tell you about the companies that were able to become better than their competitors thanks to creative ideas and solutions.

Introduction. New companies are opening every day, existing ones are expanding, small firms are closing. The closure of enterprises occurs due to their unprofitability, because the buyer becomes uninterested in their products or services and they do not stand up to competition. In the modern world, it is impossible to be a leader using traditional methods of management and promotion.